

# *Dahlonega Downtown Master Plan* **Steering Committee Update**

December 18, 2014





# *A Work Plan Progress Report* **Agenda**

- Revisit Essentials of Master Plan
- Early Steps & Accomplishments
- Going Forward
- Questions & Comments



# *Revisit Essentials of Master Plan*

- 2007-2008 process
- Focused inside M. Moore Parkway
- City Council & DDA sponsored
- Based on public input meetings & stakeholder interviews
- Emphasis on historic preservation
- Future growth should be compatible, strategic, quality





# Key Issues

## *Public Meetings & Stakeholders*

### **Housing:**

- Provide diversified housing opportunities for more residents to live in and around the downtown core.
  - ✓ Apartments Adjacent to Downtown Redeveloped and Upgraded

### **Historic & Natural Resources:**

- Preserve historic resources, individual buildings, neighborhood character, and add new historic districts.
  - ✓ Central Business District Expanded on East Main and North Grove

### **Traffic & Transportation:**

- Add parking facilities and street improvements for pedestrian safety.
  - ✓ Parking Facilities (inventory/mang. analysis)
  - ✓ Public Square Truck Traffic Reduced
  - ✓ Downtown Ambassador Added
  - ✓ Slowed Traffic with Raised Crosswalks on Main & Chestatee
  - ✓ Pedestrian Connections Added on East Main Street to North Grove





# Key Issues

## *Public Meetings & Stakeholders*

### **Community Facilities:**

- Preserve Holly Theater and Cannery while planning for other community art and cultural facilities.
  - ✓ Hancock Park Expansion & Pavilion Added
  - ✓ Expansive Repairs and Renovations at Holly Theater

### **Urban Design:**

- Preserve sense of place by promoting historic integrity and walkability between residential, commercial, and work locations.
  - ✓ Still considering Update of Zoning w/Master Plan

### **Land Use & Development:**

- Orient towards pedestrians and alternative transportation.
- Promote traditional village atmosphere to live and work in close proximity to shopping, recreational, cultural needs
  - ✓ Submitted Recreational Trails Grant Application





# Key Issues

## *Public Meetings & Stakeholders*

### **Economic Development:**

- Grow and strengthen the economic base by diversifying and addressing needs of local residents, tourism, retirees, and university markets.
  - ✓ Phillips' S. Chestatee Redevelopment (UNG mixed use academic & commercial)
  - ✓ Rec Deck, Campus Library, 3 New Dorms Completed
  - ✓ Strategic Commercial Infill and Expansions and Numerous Historic Restoration and Repair Investments Leveraged with Dahlonega 2000 Funding Assistance and State Loans
  - ✓ Planned and implemented shopping campaigns in cooperation with the Chamber focusing on locals, visitors, and university markets.





# *Early Steps & Accomplishments* **City Hall**

- ✓ A space needs programming study was completed by Urban Collage.
- ✓ City postponed further action due to declining tax revenues during recession.





# *Early Steps & Accomplishments* **UNG Master Plan**

- ✓ City & DDA participated in UNG planning.
- ✓ City & DDA input on design of the South Chestatee Street building.
- ✓ DDA sponsored bonds for UNG dining hall, dorms, bookstore.





# *Early Steps & Accomplishments* **East Main Library Location**

- ✓ DDA Chairman discussed options with Library board officers and new Library was delayed.





# *Early Steps & Accomplishments* **Conference Center**

- ✓ Task force conducted feasibility study and researched options including partnership with UNG convocation project and hotel options.





## *Early Steps & Accomplishments* **Streetscape Design**

- ✓ Filed numerous grant applications
- ✓ Acquired \$7 million of \$12 million needed for design, engineering, and construction.
- ✓ Stakeholders committee selected design & engineering consultants (Robert & Co.).
- ✓ First phase construction to begin late 2015 and subsequent phases implemented over three to four years.





# *Early Steps & Accomplishments* **Park Street Historic District**

- ✓ Acquired state grant
- ✓ Assembled project consultant & local team for historic district survey & documentation
- ✓ Design guidelines updated
- ✓ Ready for public meetings and adoption





# *Early Steps & Accomplishments* **Arts Expansion**

- ✓ Have held quarterly meetings of all community arts partners and businesses.





## *Early Steps & Accomplishments*

# Key Properties for Development

- ✓ Committee meetings on catalytic projects, owners development of strategic sites
- ✓ Conversations with owners and builders regarding University Heights and South Chestatee properties
- ✓ Concept for parking & new bank building on W. Main Street





## *Early Steps & Accomplishments* **Morrison Moore Parkway**

- ✓ GDOT briefed on potential improvements
- ✓ GDOT HWY 52 Corridor study
- ✓ Voters rejected regional transportation initiative
- ✓ Parkway turn lanes and resurfacing completed in 2014
- ✓ Pedestrian access needs improvement





## *Early Steps & Accomplishments*

# **Community Awareness**

- ✓ Presented programs to numerous civic groups.
- ✓ Provide plan documents on city & DDA websites
- ✓ Provide market data to businesses
- ✓ Provide data & documents to property owners



# **Suggestions for Resources for Implementation**

- Parking
- Preservation Initiatives
- Community Facilities
- Neighborhoods and Housing
- Commercial/Catalytic Projects
- Trails & Greenways



# *Dahlonega Downtown Master Plan Questions & Comments?*

